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THE MARKET FOR SOUR CREAM

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Agricultural Marketing Service

Marketing Research Report No. 448
Market Development Research Division

PREFACE

This study is designed to provide producers, processors, and others in the dairy industry with facts concerning the distribution practices and procedures in the marketing of sour cream. It provides much information that has been unavailable to producers or distributors. The study is part of a broad program of continuing research aimed at expanding markets for farm products.

The Agricultural Marketing Service conducted the research, with cooperation and advice from the Milk Industry Foundation, the American Dairy Association, and milk dealers throughout the United States.

The project was under the general supervision of Philip B. Dwoskin.

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January 1961

THE MARKET FOR SOUR CREAM

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HIGHLIGHTS

Recent research indicates that the trend of sour cream sales is definitely upward.

A national mail survey of sour cream distributors and processors was undertaken in the fall and early winter, 1958-59, to provide dairymen in the United States with a comprehensive picture of the distribution practices and procedures involved in the marketing of sour cream. Of the 3,551 questionnaires originally sent, 74 percent were completed and returned.

The reported sales of cultured sour cream during 1957, representing a minimum of 90 percent of the United States total, amounted to 73 million pounds. Chain outlets accounted for 64 percent of the total; independent dealers sold 36 percent. The Middle Atlantic Region, with almost 50 percent of total sales, and the Western Region, with over 20 percent, led the Nation's movement of the product. The per capita consumption of sour cream in these two regions was 0.81 pound and 0.57 pound, respectively, compared with 0.43 pound average for the 48 contiguous States.

Ninety-seven percent of the respondents stated that their 1957 volume of sales was larger than in 1956. Sales increased further in 1958 and 1959.

When the data for 1957 were analyzed, it was found that 10 chain organizations represented 90 percent of reported chain sales. With the continued cooperation of these 10 firms, sales data for the years 1958 and 1959 were obtained. These data showed that sour cream sales increased in all regions of the U. S. for both years. 1958 sales were 12 percent above 1957, and 1959 sales were 26 percent higher than 1957.

The typical milk dealer reported a variety of distribution channels and handled a large number of different products. Data were collected for all respondents concerning products they handled on a regular basis. The majority of the firms, both large and small, handled products in the three categories: (1) Fluid milk and cream; (2) manufactured dairy products; and (3) other products (not necessarily dairy).

Of the 2,621 reporting firms, 1,772 or 68 percent handled cultured sour cream at the time of tabulation. The reporting firms included 95 percent of the chains and 65 percent of the independents. However, three-fourths of all dairies, including both chain and independent, reported that sales of cultured sour cream contributed less than 1 percent of sales dollar income.

For the country as a whole, sales of sour cream appear to follow a definite seasonal pattern with two low and two high periods. Generally, sales are the lowest in the late winter and early spring, building up to the first peak during the summer months and reaching the second peak in December.

An 18 or 19 percent butterfat content prevailed for both chain and independents; about half of each group indicated that there was no variation in the butterfat content of their product throughout the year. Most of the variation in butterfat content was reported in the Southern Region.

Two-thirds of the dairies packaged the product in a paper container exclusively, while the most frequently found combinations were: Paper and glass; paper and plastic; and paper, glass, and plastic. The most popular unit size is the half-pint.

Although many in the dairy industry feel that the name "Sour Cream" is a drawback to the product, 94 percent of sour cream handlers sell it under that trade name.

The distributors feel that, in order to increase sales of sour cream, certain problems must be overcome. Chief among these are: (1) Lack of education of the consumer; (2) lack of specific advertising of the product; and (3) an unattractive name.

BACKGROUND

In the past several years the dairy industry has been trying to expand consumption of dairy products in this country by intensified research and promotional activities. It has had some success, but there is still a chronic problem of increasing the consumption of milkfat.

The downward production of milk per capita, about 1 percent per year for the last 15 years, has helped lessen the milk surplus at support prices since the mid-1950's. But, because per capita consumption has decreased, a significant surplus still exists. 1/

Because of the high milkfat content of cultured sour cream, increased sales of this product offer a good possibility of expanding milkfat consumption. Two phases of this potential offered by sour cream were explored.

Phase 1 involved research to determine (1) possibilities of increased sales by the introduction of a uniform high-quality cultured sour cream product in an area where such a product was little known or unavailable; (2) the effect on sales of other milk products, if sales of cultured sour cream increased; and (3) consumer reactions to the product in terms of purchase and household use patterns. This phase of the research was conducted in Des Moines, Iowa, in 1957-58, and the results of a market test and consumer survey were published in October 1959. 2/

1/ U. S. Department of Agriculture. The Dairy Situation, Apr. 1960.

2/ E. J. McGrath and M. W. Weidenhamer. Sour Cream: A Study of Its Market Potential in Des Moines, Iowa. Mktg. Res. Rpt. 368, U. S. Dept. Agr., Oct. 1959.

Phase 2 of this research involves the general lack of information throughout the country about production and distribution of cultured sour cream. The results of a national mail survey of dairymen in this respect are presented in this report.

The principal problems, according to dairy industry spokesmen, hampering increased use of cultured sour cream in this country are (1) the lack of uniformity and varying quality of the product within and between markets; (2) the limited availability of the product outside of the larger metropolitan areas; and (3) the paucity of information on the production and distribution of cultured sour cream.

The objective of this second phase, then, was to develop fundamental information on present characteristics of the cultured sour cream market by determining production and distribution practices for cultured sour cream, including location, size and type of markets, variations between markets, package information, and other factors associated with production and distribution.

METHODOLOGY

In cooperation with the Milk Industry Foundation, a mailing list was compiled during the summer of 1958 to include more than 95 percent of the milk dealers in the United States having 4 or more delivery routes. This percentage applies to both chain and independent outlets. In September 1958, a questionnaire, designed to obtain data on sour cream sales for the calendar year 1957, was sent, with a letter of transmittal, to 3,551 milk distributors (261 chains and 3,290 independents) throughout the United States. 3/ In November, a follow-up letter was mailed to firms that had not been reported, and, in December, a second followup letter was sent to the remaining milk handlers in the sample.

Of the 3,551 schedules originally sent, 2,621 or about 74 percent were ultimately returned completed. These include 228 chain reports 4/ (87 percent returned) and 2,393 independent outlets (73 percent returned). The Post Office returned 137 undeliverable schedules.

Information was collected to differentiate between the dairy firms by size and by geographic location. The size groupings are as follows:

Size Groups	Number of Routes
1	4 or 5
2	6 to 10
3	11 to 20
4	21 to 50
5	Over 50
0	Not available

3/ A chain is defined as a multi-unit organization, whose operations are regional or national in scope.

4/ Some chains returned one questionnaire covering all outlets, while others reported singly for each branch. The 228 questionnaires received represent over 400 chain outlets throughout the country.

For comparison purposes, the United States was divided into 5 geographic regions: Region 1, New England; Region 2, Middle Atlantic; Region 3, Central; Region 4, Southern; and Region 5, Western (fig. 1). The boundaries of the regions do not conform to those used by the Bureau of the Census, but do conform with record-keeping practices of the national and regional chains.

SALES OF CULTURED SOUR CREAM IN THE U. S.

Total Quantity Sour Cream Sold in 1957

The reported sales of cultured sour cream during the calendar year 1957 totalled 73 million pounds. 5/ Although this figure is somewhat less than the amount actually sold, the difference is slight. The reporting firms, both chain and independent, represent the majority of the country's larger outlets. Similarly, those distributors who returned a questionnaire but did not report 1957 sales, are predominantly the very small dealers who handle the product only as a convenience to the customer. Hence, the 73 million pound figure is considered to be representative of 90 percent or more of total sales for that year.

Chain outlets accounted for 47 million pounds or 64 percent of this total while independent dealers sold 26 million pounds or 36 percent (table 1).

Table 1.--National sales of sour cream by regions, 1957

Region	Chains		Independents		All	
	Percent	Pounds	Percent	Pounds	Percent	Pounds
1.....	5.7	2,687,651	2.0	539,371	4.4	3,227,022
2.....	45.7	21,438,789	50.4	13,336,085	47.4	34,774,874
3.....	13.9	6,501,647	30.6	8,083,686	19.9	14,585,333
4.....	7.5	3,539,294	5.6	1,470,209	6.8	5,009,503
5.....	27.2	12,748,010	11.4	3,019,971	21.5	15,767,981
U. S.....	100.0	46,915,391	1/ 100.0	2/ 26,455,592	1/ 100.0	2/ 73,370,983

1/ Percentages in regional columns based on total poundage of the five regions to exclude 5 unidentifiable firms appearing only in U. S. total.
2/ Same as footnote 1, representing 6,270 pounds.

The Middle Atlantic Region, with almost 50 percent of total sales, and the Western Region, with over 20 percent of sales, led in the movement of the product.

5/ Because the data collected included various unit sizes, such as half pints, quarts, gallons, etc., they were converted to the pound (16 fluid ounce) unit.

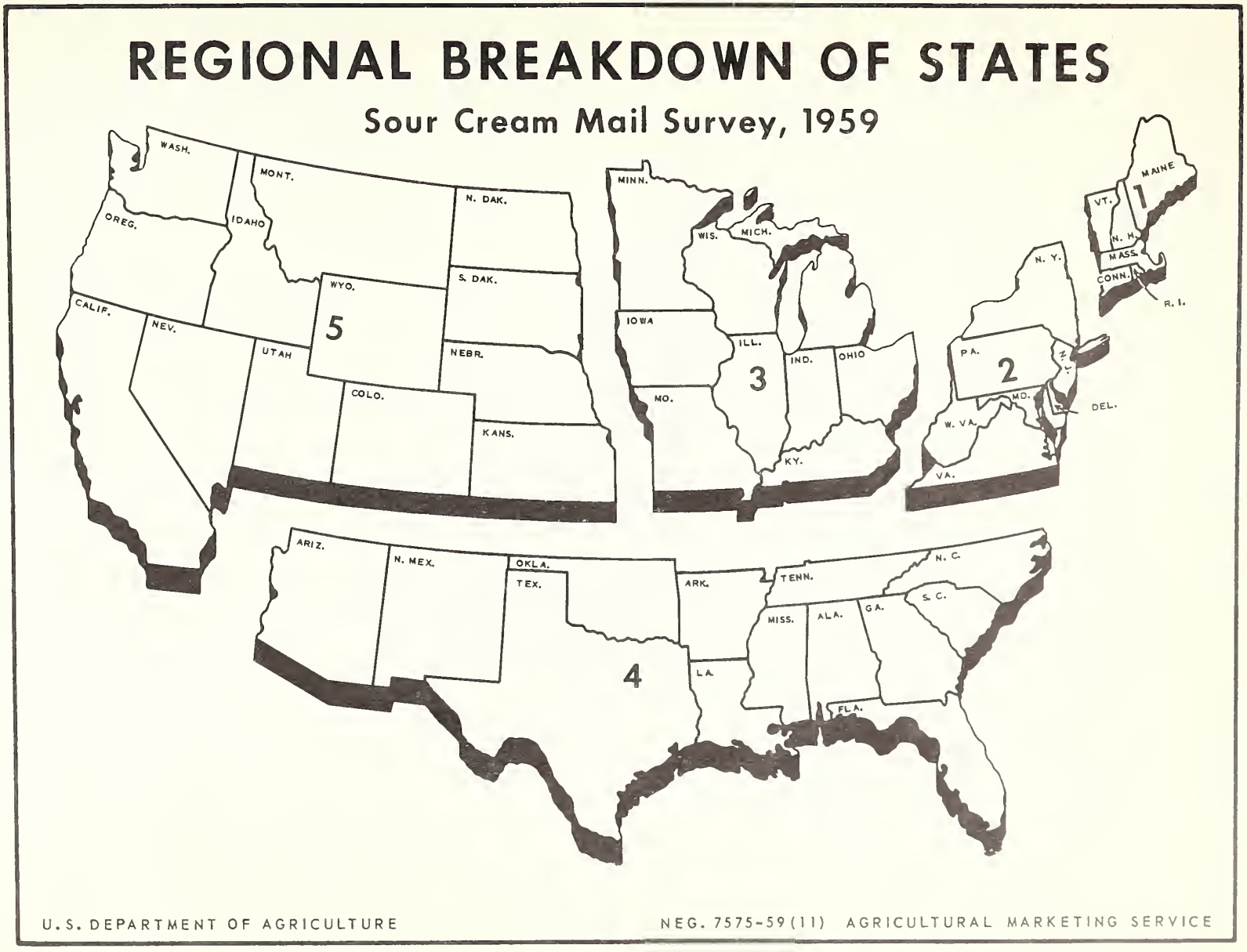
REGIONAL BREAKDOWN OF STATES
Sour Cream Mail Survey, 1959
WASH.
OREG.
CALIF.
NEV.
IDAHO
MONT.
WYO.
UTAH
COLO.
N. DAK.
S. DAK.
NEBR.
KANS.
5
MINN.
WIS.
MICH.
IOWA
ILL.
IND.
OHIO
MO.
KY.
3
N. Y.
PA.
2
W. VA.
MD.
DEL.
VA.
N. J.
MAINE
VT.
N. H.
MASS.
CONN.
R. I.
1
ARIZ.
N. MEX.
OKLA.
TEX.
ARK.
LA.
4
TENN.
MISS.
ALA.
GA.
FLA.
S. C.
N. C.
U.S. DEPARTMENT OF AGRICULTURE
NEG. 7575-59(11) AGRICULTURAL MARKETING SERVICE

Figure 1

Per Person Consumption of Sour Cream

When considering the per person consumption figures that follow, it should be noted that the 73 million pounds on which the calculations were based represent about 74 percent of firms in the industry that returned a questionnaire, and that these were the larger firms which represent 90 percent or more of total sour cream sales in 1957. Therefore, the total consumption figures would be only slightly higher if all outlets had reported sales. The population figures used were as of July 1, 1957. 6/

The Middle Atlantic and the Western Regions led the Nation in per person consumption. The annual rate of consumption in the Middle Atlantic Region is 0.81 pound, and in the Western Region, 0.57 pound; both considerably higher than the 0.43 figure for the United States (fig. 2). In considering pounds sold (table 1), the Central Region and the Western Region are close in total amount. However, when viewing consumption on a per person basis, the Western Region with 0.57 pound is considerably ahead of the Central Region's 0.30 pound consumed.

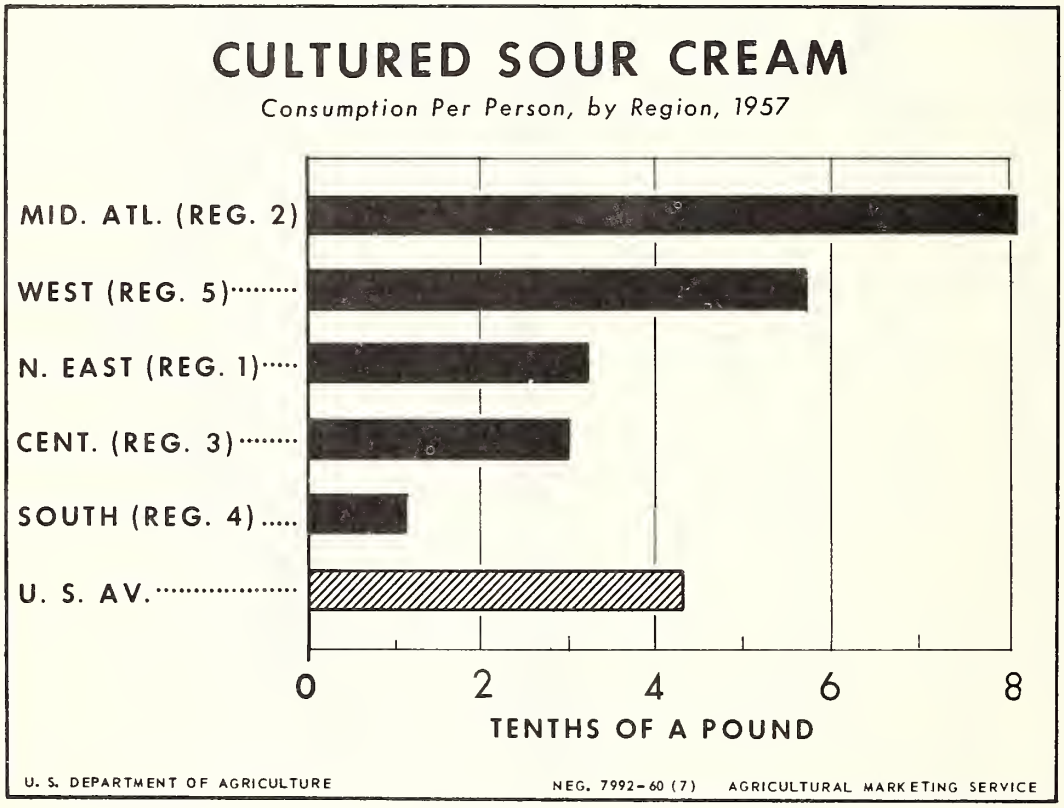

Figure 2

Officials of industry groups attribute the disparity between these two regions and the rest of the Nation to a variety of factors. In the Middle Atlantic Region, ethnic considerations and dietary habits traditional to individual cultures appear to be the main reasons for the higher consumption rate. In the Western Region, spokesmen indicate that more intensive promotional

6/ U. S. Department of Commerce. Current Population Reports, Population Estimates. Series P-25, No. 189, Nov. 13, 1958.

campaigns, plus the trend in the West toward vegetarian and salad based meals are responsible for the higher consumption. Like cottage cheese, the greatest market area for growth of sour cream sales appears to be in Region 4, the Southern States; but because of long established food habits, promotion will have to be more intense than in the past. 7/

1957 Sales Compared with 1956

Respondents were asked if the sales reported for 1957 were higher, lower, or about the same as those in 1956. Excluding those who did not answer the question and those who did not handle the product in 1956, 97 percent stated that the 1957 volume was higher or about the same as in 1956. Six hundred and ninety-two, or 52 percent, reported higher sales; 610, or 45 percent, reported sales to be about the same; and only 36, or 3 percent, reported 1957 sales to be lower than 1956 (table 11).

The majority of firms which found 1957 sales to be higher than 1956 indicated that the increase was between 1 and 24 percent. This is in line with subsequent increases in 1958 and 1959, discussed in the next section. Analysis shows that the reported increases had no particular relationship to size of establishment, but were spread more-or-less evenly throughout the 5-size categories.

1958-1959 Sales Compared with 1957

When the data were analyzed it was found that 10 chain organizations represented 42.1 million pounds or 90 percent of total reported chain sales.

Since the number of firms involved was relatively small, it was felt that recontacting these 10 outlets would be of benefit because the additional sales data would provide important information concerning the growth or decline of sour cream sales for a longer period.

Accordingly, with the continued cooperation of the 10 firms, sales data for the years 1958 and 1959 were obtained. Table 2 shows that there were increases in sour cream sales in all regions of the U. S. for both years. While these increases indicate an optimistic outlook for sour cream sales generally, probably the most significant increase was in the Southern Region. Since the best opportunity of increased sales of cultured sour cream lies in the South, because of the very low rate of per person consumption, even though the base from which the increase was calculated is small, the 32 percent increase in 1959 appears to a significant increase.

Compared with 1957, sales of cultured sour cream for the U. S. in 1958 were 12 percent higher and were 26 percent higher in 1959. These figures, and the preponderance of answers previously cited which reported higher sales in 1957 over 1956, indicate that the trend for sour cream sales in the late 1950's was strongly upward.

7/ E. J. McGrath, Proctor Campbell and Mardy Myers. Cottage Cheese: Its Sales Potential in Selected Markets. Mktg. Res. Rpt. 391. Agr. Mktg. Serv., U. S. Dept. Agr., Apr. 1960.

Table 2.--Sales of sour cream by 10 chains representing 90 percent of chain sales, 1957-1959

Region	1957	1958		1959	
	Pounds	Pounds	Percent increase from 1957	Pounds	Percent increase from 1957
1	2,203,747	2,547,428	15.6	2,875,539	30.5
2	21,250,958	24,341,249	14.5	25,892,761	21.8
3	5,371,550	5,691,829	5.9	6,920,379	28.8
4	3,223,203	3,316,127	2.8	4,244,290	31.6
5	10,080,056	11,160,663	10.7	12,969,721	28.6
U. S.	42,129,514	47,057,296	11.7	52,902,690	25.6

This is evidently no surprise to the Nation's dairymen since, at the time of the original survey (2 years before the 1958-59 data were obtained), they were asked: "During the next 2 years, do you expect your sour cream sales to increase, decrease, or remain about the same as 1957." Two-thirds of the respondents expected an increase and about 30 percent felt that sales would at least remain about the same. Only 27 (less than 2 percent) of 1,532 outlets thought sour cream sales would decrease.

The respondents gave a variety of reasons for the expected increase such as improvement in package, improvement in quality, or general business increase. However, the great majority stated they planned more advertising and promotion to educate the consumer as to the versatility of the product and acquaint her with its many uses. They indicated that an increasing awareness and acceptance by the consumer was gradually taking place.

Those who felt that sales would remain about the same over the next 2 years were generally smaller independents who handled the product as a convenience to the customer, or whose promotional funds were limited.

OTHER ASPECTS OF THE MAIL SURVEY

Breakdown by Type of Respondents

Numerically, the 228 responding chains were primarily in the larger size groups (3, 4, and 5), and located for the most part in the Western and Central Regions, while the 2,393 independent firms were smaller (size groups 1, 2, and 3) and located mainly in the Central and Middle Atlantic Regions (table 3).

Table 3.--Number of respondents by type of establishment, region, and size group, 1959

Size group	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
1.....							119	172	226	73	111	701	701
2.....			2		1	3	100	218	231	83	128	760	763
3.....	1	5	33	10	16	65	44	118	159	68	54	443	508
4.....	3	25	22	24	23	97	17	69	86	54	44	270	367
5.....	1	9	8	17	27	62	5	43	44	19	17	128	190
0.....				1		1	7	31	21	9	18	1/ 91	92
Total..	5	39	65	52	67	228	292	651	767	306	372	1/ 2,393	2,621

1/ See footnote, table 11.

Although the reports from chains number only 228 in the total of 2,621, they represent better than 60 percent of the reported sour cream sales and subsequent results might be better evaluated with this in mind.

General Information From All Respondents

Fluid Milk and Cream Products Handled

Data were collected from all respondents concerning the products they handle on a regular basis. These products were divided into three categories: (1) Fluid milk and cream; (2) manufactured dairy products; and (3) other products.

Fluid milk and cream products are marketed under a myriad of names. Frequently appearing for fluid whole milk products are terms such as "raw milk," "multi-vitamin," "vitamin enriched," and "cream top." Skim milk is sold as "2-percent milk," "fortified skim," "lo-fat," "hi-lo," and others. Buttermilk is also sold as "Enzylac," "Acidophilous," or "cultured" milk.

Grouping the various names together, however, fluid milk and cream sales are dominated by seven products (table 12). All of the chain and nearly all of the independent respondents handle fluid whole milk of some kind. A few independents specialized in the processing or handling of such products as ice cream, yogurt, or powdered milk. Ninety-eight percent handle flavored milk (chocolate, egg nog, etc.). Skim milk, buttermilk, and whipping cream are handled by about.

96 percent of the dairies. Coffee cream and half-and-half are handled by 79 percent and 70 percent, respectively. Miscellaneous items such as goat's milk and low-sodium milk are handled by relatively few firms.

There were no chain outlets and only 18 independents in the sample which did not handle fluid milk products at all, specializing in the distribution of ice cream, yogurt, or other such products. It would seem, therefore, that sales of these 7 fluid milk and cream products are the backbone of the dairy industry.

Manufactured Dairy Products Handled

The bulk of sales of manufactured dairy products involve 5 items. Cottage cheese, with 81 percent of the firms handling the product; cultured sour cream, 68 percent; butter, 62 percent; ice cream (including mixes, ice-milk and sherbet), 55 percent; and yogurt, handled by 21 percent of the respondents (table 13).

Where only chain outlets are considered, these percentages are substantially greater, probably due to the more specialized nature of the products.

Miscellaneous items in this category include cheese cake, sour half-and-half, and malted milk. One hundred and thirty-five firms did not handle manufactured dairy products, but concentrated on fluid milk and cream products.

Other Products Handled

Most of the firms handled items which are not usually considered to be dairy products. Chief among these are orange juice or drink (89 percent handling); eggs (54 percent handling); and oleomargarine (35 percent handling) (table 14).

The miscellaneous grouping includes a wide variety of products such as coffee, salad dressing, poultry, bacon, vegetable fat, and, in two instances, even water.

Two hundred firms did not handle non-dairy products.

Type of Business

The operation of the typical responding milk dealer is characterized by a variety of distribution channels. The majority use one or more combinations of the retail (home delivery), wholesale (store and institutional), dairy stores (own retail outlets), or sub-dealers. Very few firms utilize only one type of outlet.

Of the 2,403 respondents who answered the question concerning distribution channels, 2,233 or 93 percent operate wholesale routes. Ninety-two percent (2,206) operate home delivery routes; 841 or 35 percent sell to sub-dealers for resale; and 718 or 30 percent have one or more of their own retail stores. The relationship between chain and independent in this respect is about equal except that, understandably, more chains utilize the sub-dealer outlet than do independents.

The data showed 15 types and combinations of distribution channels possible. However, 86 percent of the firms used only 4 types of operation. Nine hundred and forty-seven or 39 percent of the 2,403 responding dairy firms used retail and wholesale channels; 21 percent used retail, wholesale, and sub-dealer channels; 16 percent used retail, wholesale, and dairy store channels; and 10 percent used retail, wholesale, dairy store, and sub-dealer channels.

Sour Cream Production and Distribution Practices

Firms Handling Sour Cream, by Type, Region, and Size

As indicated in table 6, 68 percent of the 2,621 reporting firms handled cultured sour cream. This figure included 95 percent of the responding chains and 65 percent of the independents. The majority of the 35 percent of the independent firms which did not handle the product are small, in the first 3 size groups (see page 20 for a discussion of firms not handling cultured sour cream).

As might be expected, the majority of the chain firms manufacture and the majority of the independents purchase the product (table 4).

Table 4.--Manufacture and purchase of cultured sour cream, by type of establishment

Type of establishment	Manufacture		Purchase		Total	
	Number	Percent	Number	Percent	Number	Percent
Chains	128	59.2	88	40.8	216	100.0
Independents	687	44.2	869	55.8	1,556	100.0
Total (all)	815	45.9	957	54.1	1,772	100.0

However, the difference between chain and independent dairies who purchase or manufacture is not great and, again, the majority of the independent dairies who purchased were in the lower 3-size groups.

Source of the Product

As may be seen in table 5, almost all of the chain distributors are in the larger size groups, and almost all of them handle the product without too much emphasis on any one region. Independent dairymen who handle sour cream appear to be located primarily in the Middle Atlantic States, the Central States, and in the Western Region of the country. Less than half of the independents in New England and in the South handle sour cream.

Table 5.--Firms handling sour cream by type, region, and size

Size group	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
1	0	0	0	0	0	0	37	110	114	13	54	328	328
2	0	0	2	0	1	3	46	147	161	33	83	470	473
3	1	4	33	9	15	62	33	97	137	32	41	340	402
4	3	25	21	21	19	89	15	63	79	41	43	241	330
5	1	9	8	17	27	62	4	43	41	14	16	118	180
0	0	0	0	0	0	0	4	25	12	2	11	1/ 59	59
Total	5	38	64	47	62	216	139	485	544	135	248	1/1,556	1,772
Pct. of firms reporting who handle cultured sour cream	100	97	98	90	93	95	48	75	71	44	67	65	68

1/ See footnote, table 11.

Proportion of 1957 Sales From Sour Cream

Because the questionnaires were sent to the dairies in the fall (September) of 1958, the first complete year for the collection of sales data was 1957. In this section, and subsequently throughout the report, data concerning 1957 sales and in some instances including comparisons with 1956, are presented. In this connection, 84 of the 1,772 dairies which handled sour cream in 1958, and which answered the various questions, did not handle it in 1957, and 204 did not handle it in 1956. It is therefore indicated, at least for these 3 years for which data are available, that the picture is optimistic--that more dairymen each year are adding sour cream to product lines stocked.

Three-fourths of all dairies, including chain and independent, reported that sales of cultured sour cream contributed less than 1 percent of sales dollar income (table 15).

Except for a few large dairies, it appears that the product is handled by the majority of dealers as a convenience to the customer while greater sales effort is expended on the more staple fluid milk products. However, many in the dairy industry feel that sour cream has a real future and, at present, is in the pioneering stage.

Seasonal Aspects of Sour Cream

To determine the seasonality of sour cream sales, respondents were asked to check the three highest and the three lowest months in the sales of cultured sour cream during the 1957 calendar year, or to indicate if there was no seasonal difference.

Of the 1,400 respondents who answered this question, 591 (42 percent) indicated that they had little or no seasonal difference in sour cream sales throughout the year. Of these, 62 were chains (34 percent of the chains answering the question) and 529 were independents (44 percent of the independents answering the question). The majority of firms reporting no seasonal difference in sales were in the smaller size groups.

Eight hundred and nine (58 percent) of the dairies answering the question found seasonal differences. Table 6 shows the months the majority indicated to be the highest and lowest in sales of sour cream.

Table 6.--Three highest and three lowest months in sales of sour cream

	Highest months			Lowest months		
	First	Second	Third	First	Second	Third
Chains	1/ May-June	Nov.	Dec.	Jan.	Feb.	Apr.
Independents	June	July	Dec.	Jan.	Feb.	Mar.

1/ An equal number of chain reports indicated May and June to be the first highest months.

These months were indicated to be the high and low months alike in all regions except the Southern Region, No. 4. Here, almost the reverse was true where the majority of Southern firms reported the low months to be the summer months and the highest monthly sales occurring in the winter season.

For the country as a whole, sales of sour cream appear to follow a definite seasonal pattern involving two low and two high periods. Generally, sales are the lowest in the late winter and early spring, building up to the first peak during the early summer months. A ready supply of fresh fruit coupled with the supper salad idea in hot weather provides a ready outlet for sour cream. After the months of July and August, there is a notable dropping off to the second low point of September and October; and the second rise occurring in November to another high in December, when the product is used as an ingredient in richer holiday dishes. This pattern appears to apply equally to chains and independents.

Average Butterfat Content

When arrayed in ascending order, 1,367 answers to the question: "What is the average butterfat content of your cultured sour cream?", ranged from 8 to 42 percent. However, figures at either end of the array were very few and a 19 percent butterfat content prevailed for both chain and independent outlets (table 7).

Table 7.--Average butterfat content of cultured sour cream, chain and independent, by region

Type of outlet	Region					U. S.
	1	2	3	4	5	
Chains:						
Mean	18.1	18.9	19.0	19.9	20.2	19.5
Median	18.0	18.5	18.5	19.0	20.0	19.0
Mode	18.0	18.0	18.0	18.0	20.0	18.0
Independents:						
Mean	17.8	18.9	19.7	19.7	20.9	19.5
Median	18.0	18.0	19.0	18.0	20.0	19.0
Mode	18.0	18.0	18.0	18.0	20.0	18.0

There was little significance between size of establishment and butterfat content, but by geographic location, sour cream from the Western Region (No. 5) was consistently higher in butterfat than other regions and the United States total. 8/ Homemakers' opinions about how fattening sour cream is compared with other products were published in an earlier report.

Range in Butterfat Content Over the Year

To ascertain the degree of variation in butterfat content of sour cream throughout the country, the question was asked: "What is the range in butterfat content in your cultured sour cream over the year?"

Industry spokesmen have indicated that a standardized sour cream product would enhance its sales potential. In this connection, 55 percent of the chains who handled the product over the calendar year 1957, and who answered the question, reported no variation in butterfat content. Among a similar group of independents, 53 percent reported no variation.

Among the chains, Region 5 indicated the highest percentage of no variation with 74 percent, and Region 1 with 60 percent showed the least variation among the independents (table 8).

8/ E. J. McGrath and M. W. Weidenhamer. Sour Cream: A Study of Its Market Potential in Des Moines, Iowa. Mktg. Res. Rpt. 368. Agr. Mktg. Serv., U. S. Dept. Agr. Oct. 1959.

Table 8.--No variation in butterfat content of sour cream, by type of establishment and region

Type of establishment	Region					U. S.
	1	2	3	4	5	
	Percent	Percent	Percent	Percent	Percent	Percent
Chains	20.0	51.5	63.8	21.8	74.4	54.8
Independents	60.0	53.8	53.3	38.9	55.3	53.1

Most of the variation in butterfat content of cultured sour cream appears to occur in the South (Region 4).

Where variation in butterfat content was noted and a range given, it was noticeably less among chain outlets than among independents. On a regional basis, chain firms in Region 5 had the least variation with less than 1 percent change, while there was little geographical difference in the independent group (table 9). In both groups, variation in the range of butterfat tended to decrease as the size of the establishment increased.

Table 9.--Range of variation in butterfat content of sour cream by type of establishment and region

Type of outlet	Region					U. S.
	1	2	3	4	5	
	Percent 1/					
Chains:						
Mean	1.75	1.40	2.33	2.19	.99	1.87
Median	1.50	1.25	2.00	2.00	.75	1.55
Mode	1.00	1.0 & 2.0	2.00	1.00	.50	2.00
Independents:						
Mean	1.97	2.05	2.61	2.64	2.72	2.42
Median	2.00	2.00	2.00	2.00	2.00	2.00
Mode	2.00	2.00	2.00	2.00	2.00	2.00

1/ For a respondent who answered "From 18.5 to 19.5 percent range in butterfat content," 18.5 was subtracted from 19.5 to arrive at a 1.0 percent butterfat variance, or plus or minus .5 percent from the stated average.

Size of Container

Excluding those who did not answer the question, and the 84 dealers who did not handle the product in 1957, 1,501 respondents indicated use of the half-pint, 12-ounce, pint, quart, half-gallon, gallon, and bulk (varied types of

odd-sized) containers for sour cream. For the most part, containers listed after the first three sizes were used by the larger firms for deliveries to institutional users. A breakdown of the various sizes used is as follows:

Size	Number using	Percent 1/	Number using exclusively	Percent
Half-pint.....	1,249	83.2	567	37.7
Pint.....	625	41.6	138	9.1
Bulk.....	183	12.1	1	2/
Quart.....	134	8.9	2	2/
12-ounce.....	96	6.3	69	4.5
Gallon.....	90	5.9	2	2/
Half-gallon.....	74	4.9	0	--

1/ Percents add to more than 100 because many firms used containers in different size groups.
2/ Less than 1 percent.

Cultured sour cream is found traditionally in the half-pint carton. Because of its perishable nature and the fact that it is normally used in small quantities, 83 percent of the dealers utilize this size container, and almost half of the firms used either the half-pint or the pint container exclusively.

Type of Container

The paper carton is the most widely used container for cultured sour cream. Two-thirds of the dairies reported using this type exclusively, and more than 80 percent used it in combination with other types. Also used exclusively is the glass jar (15 percent of the dairies using) and the plastic container (6 percent using).

The most frequently found combinations were: paper and glass; paper and plastic; and paper, glass, and plastic. In addition, there were miscellaneous packages such as earthenware jars and crocks, tins or cans, and reusable containers for sales to institutional outlets.

Except for the miscellaneous items, such as crocks or drums, there was little differentiation in packaging between chain or independents or between size groupings. By region, however, it was found that more than 50 percent of the users of the glass container were located in the Middle Atlantic Region (No. 2). The least differentiation in package types was found in the Southern Region (No. 4), where more than 90 percent used only the paper carton.

Name Used to Identify the Product

Although many in the dairy industry have expressed the feeling that the name "Sour Cream" is a drawback to increased sales of the product (table 18) 94 percent of sour cream processors and distributors handle it under that trade name. About 8 percent of the chains sell sour cream under a different name. It should be remembered, however, that the volume of sour cream sold through chain outlets is considerably greater than the smaller independent units, and that these firms marketing the product under a different name enjoy generally widespread distribution. Examples of other names used to identify sour cream are: Salad Cream, Hampshire Cream, Devon/Devonshire Cream, and Cream Dressing.

Promotion of Cultured Sour Cream

Less than half (48 percent) of the reporting firms promote cultured sour cream. This percentage, however, is based on all of the 1,637 dairies that answered the question regarding promotion of the product. Because the number of chain outlets is much smaller and chain sales volume is greater than independent firms, a more realistic picture is obtained when the two organizational types are separated. Seventy-nine percent of the chains reported promoting sour cream regularly, and 21 percent reported no promotion (table 16). For the independent dairies, 43 percent advertise the product and 57 percent do not. For both chain and independent outlets, the majority of non-promoters are in the smaller size groups.

The dairymen who promote sour cream report a wide variety of media which they use. The most frequently used method of promotion is the distribution of home delivery materials. Almost half of the respondents use this type of advertising. Other methods, in order of decreasing frequency are: Point-of-sale materials; newspapers; radio; and in-store demonstrations (table 17). Most firms used combinations of various media types.

As expected, the amount of money spent each year to promote the sale of cultured sour cream is not large. Only 15 percent of chain outlets, 32 percent of the independents, or 28 percent overall, reported spending more than 3 percent of the 1957 advertising budget on sour cream. Most of the others spent less than 1 percent of the budget advertising the product.

Main Problems to be Overcome in Order to Increase Sales of Sour Cream

One thousand and seventy-eight dairymen listed 1,413 problems which need to be overcome in order to increase the sale of sour cream (table 18). More than three-fourths of the problems cited fell into three categories: (1) More education on the part of the consumer is needed (43 percent); (2) more advertising is needed (20 percent); and (3) the name is poor (14 percent).

Non-Handlers of Cultured Sour Cream

Earlier it was brought out that 68 percent of the 2,621 reporting firms handled cultured sour cream. In this connection, effort was made to determine the factors surrounding the 849 firms that did not handle the product. Table 10 shows a breakdown of these firms, the majority of which are smaller independents.

Table 10.--Firms not handling sour cream, by type, region, and size

Size group	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
1							82	62	112	60	57	373	373
2							54	71	70	50	45	290	290
3		1		1	1	3	11	21	22	36	13	103	106
4			1	3	4	8	2	6	7	13	1	29	37
5							1		3	5	1	10	10
0				1		1	3	6	9	7	7	32	33
Total		1	1	5	5	12	153	166	223	171	124	837	849
Percent 1/		3	2	10	7	5	52	25	29	56	33	35	32

1/ Percent of reporting firms not handling cultured sour cream.

The breakdown is logical in that the highest percentage of firms not handling occur in New England and the South--the two areas with lowest sales of cultured sour cream.

The dairymen who answered the question: "Why doesn't your company sell cultured sour cream in this market area?", gave 665 reasons for not doing so (table 19). Eighty percent of these reasons involve a lack of volume because of little demand for sour cream. In the miscellaneous group, among the most frequently mentioned reasons for not handling sour cream were that the product was too perishable, that it was not readily available in a particular area, or that the firm (usually small) concentrated on "established" items.

Twenty-four percent of the dairies that did not carry sour cream at the time of the survey indicated that they intended to add it to their product lines. Eight percent intended to produce sour cream; 13 percent anticipated handling it; and 3 percent said they would start both production and handling (table 20).

Seventy-six percent of the non-handlers of cultured sour cream considered neither production nor handling, primarily for the reasons cited, i.e., lack of volume and little demand. Again, this group consisted for the most part of small independents.

CONCLUSION

Many factors disclosed by the survey point to an optimistic future for cultured sour cream. The exceptionally high percentage of returned questionnaires to a mail survey in itself indicates a wide interest in the product throughout the country. At the time of the survey, two-thirds of the respondents expected sales to increase over the next 2 years. These expectations are clearly supported by data collected in 1960 showing increases in 1958 of 12 percent and in 1959 of 26 percent over 1957.

With increased promotion to educate the consumer as to the many uses of cultured sour cream, these increases can be expected to continue. It can increase in all areas of the United States, but particularly in the southern area where consumption is exceedingly low, and where increases gained in the past few years are an even more important sign of good market potential.

APPENDIX

Table

11.--Comparison of sales of sour cream in 1957 and in 1956
12.--Fluid milk and cream products handled, by type of establishment and region
13.--Manufactured dairy products handled, by type establishment and region
14.--Other products handled, by type establishment and region
15.--Proportion of 1957 sales dollar coming from the sale of cultured sour cream, by region
16.--Promotion of sour cream by chains and independents, by region
17.--Methods used to promote cultured sour cream, by region
18.--Main problems to be overcome in order to increase sales of sour cream, by region
19.--Reasons for not handling cultured sour cream at present, by region
20.--Companies considering production or handling of sour cream, by region

Table 11.--Comparison of sales of sour cream in 1957 and in 1956

Item	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
Higher than 1956:													
But percent not given..	-	1	7	4	6	18	8	36	58	9	34	145	163
1 - 24 percent.....	4	10	24	8	18	64	13	85	95	16	48	257	321
25 - 49 percent.....	-	3	4	2	9	18	2	12	29	8	17	68	86
50 - 74 percent.....	-	-	4	4	6	14	2	10	27	7	6	52	66
75 - 99 percent.....	-	1	-	-	-	1	1	3	7	3	1	15	16
100 - 350 percent.....	-	-	5	4	-	9	2	4	15	2	8	31	40
Total higher.....	4	15	44	22	39	124	28	150	231	45	114	568	692
Lower than 1956:													
But percent not given..	-	-	-	-	-	-	1	4	2	-	2	9	9
1 - 24 percent.....	-	4	-	-	-	4	-	11	8	1	1	21	25
25 - 49 percent.....	-	1	-	-	-	1	-	-	1	-	-	1	2
Total lower.....	-	5	-	-	-	5	1	15	11	1	3	31	36
About the same as 1956...	1	16	12	14	8	51	81	239	151	40	45	1/ 559	610
Did not handle in 1956...	-	1	7	6	12	26	5	23	70	30	49	1/ 178	204
Did not answer.....	-	1	1	5	3	10	24	58	81	19	37	1/ 220	230
Total handling sour cream in 1957.....	5	38	64	47	62	216	139	485	544	135	248	1/ 1,556	1,772

1/ U. S. independent total is greater than regional columns when added because a few (five) independents were unidentifiable by region and show only in the U. S. total.

Table 12.--Fluid milk and cream products handled, by type of establishment and region

Product	Chains							Independents							Total	
	Region					U. S.		Region					U. S.			
	1	2	3	4	5	Number	Percent	1	2	3	4	5	Number	Percent	Number	Percent
	Number							Number								
Fluid milk 1/	5	39	64	52	67	227	100.0	266	596	712	273	324	2/ 2,175	99.5	2,402	99.6
Flavored milk 3/	5	38	64	52	67	226	99.5	247	600	709	265	313	2/ 2,139	97.9	2,365	98.0
Skim milk 4/	5	38	63	51	65	222	97.7	259	580	691	256	317	2/ 2,107	96.4	2,329	96.5
Buttermilk 5/	5	38	64	52	66	225	99.1	241	581	684	262	310	2/ 2,082	95.3	2,306	95.6
Whipping cream (heavy)	5	35	61	52	63	216	95.1	263	578	675	259	312	2/ 2,091	95.7	2,307	95.6
Coffee cream (light)	5	35	46	46	50	182	80.1	255	544	538	193	186	2/ 1,720	78.7	1,902	78.8
Half-and-half	4	30	61	51	67	213	93.8	90	286	654	199	304	2/ 1,536	70.3	1,749	72.5
Goat's milk	0	1	0	0	3	4	1.7	0	11	9	1	5	26	1.1	30	1.2
Low sodium milk	1	1	0	0	3	5	2.2	0	4	5	0	3	12	6/	17	6/
Doesn't handle FMP	0	0	0	0	0	0	--	1	4	6	3	4	18	6/	18	6/
Number answering	5	39	64	52	67	227	100.0	267	600	712	273	327	2/ 2,184	100.0	2,411	100.0
Not answered	0	0	1	0	0	1	--	25	51	55	33	45	209	--	210	--
Number reporting	5	39	65	52	67	228	--	292	651	767	306	372	2/ 2,393	--	2,621	--

1/ All fluid milk, including raw, vitamin added, etc.
2/ See footnote 1, table 11.
3/ Chocolate, egg nog, and other flavored dairy drinks.
4/ Including 2 percent, fortified skim, etc.
5/ Cultured milk, including Enzylac, Acidophilous, etc.
6/ Less than 1 percent.

Table 13.--Manufactured dairy products handled, by type establishment and region

Product	Chains							Independents							Total	
	Region					U. S.		Region					U. S.			
	1	2	3	4	5	Number	Percent	1	2	3	4	5	Number	Percent	Number	Percent
	Number							Number								
Cottage cheese	5	37	62	50	64	218	95.6	208	517	600	188	277	1/ 1,793	79.3	2,011	80.8
SOUR CREAM	5	38	64	47	62	216	94.7	139	485	544	135	248	1/ 1,556	65.0	1,772	2/67.6
Butter	5	26	48	41	58	178	78.0	170	371	459	118	248	1/ 1,369	60.6	1,547	62.2
Ice cream 3/	5	26	50	46	58	185	81.1	105	260	422	155	239	1/ 1,183	52.3	1,368	55.0
Yogurt	4	16	13	17	34	84	36.8	57	143	118	18	98	1/ 435	19.2	519	20.8
Aerated toppings	2	4	9	2	11	28	12.2	4	37	49	5	11	106	4.6	134	5.3
Cheese	1	5	5	5	7	23	10.0	7	15	28	12	19	81	3.5	104	4.1
Powder and condensed 3/	1	4	1	1	0	7	3.0	1	7	12	3	8	31	1.3	38	1.5
Miscellaneous	1	3	1	0	1	6	2.6	0	4	9	4	2	19	4/	25	1.0
Doesn't handle	0	0	0	1	2	3	1.3	31	23	25	41	12	132	5.8	135	5.4
Number answering	5	39	65	52	67	228	100.0	274	624	734	278	344	1/ 2,259	100.0	2,487	2/100.0
Not answered	0	0	0	0	0	0	--	18	27	33	28	28	134	--	134	--
Number reporting	5	39	65	52	67	228	--	292	651	767	306	372	1/ 2,393	--	2,621	--

1/ See footnote, table 11.
2/ The "not answered" totals do not apply to sour cream. Therefore, this percentage is based on the actual number reporting. For all other categories, the not answered's have been subtracted from the number reporting and percentage calculated from this total.
3/ Includes powdered skim, powdered whole, and condensed milk.
4/ Less than 1 percent.

Table 14.--Other products handled, by type establishment and region

Product	Chains							Independents							Total	
	Region					U. S.		Region					U. S.			
	1	2	3	4	5	Number	Percent	1	2	3	4	5	Number	Percent	Number	Percent
	Number							Number								
Orange drinks 1/	5	36	62	51	67	221	97.3	236	536	631	232	275	2/ 1,914	87.8	2,135	88.7
Eggs	5	26	18	37	51	131	57.7	222	352	276	115	197	2/ 1,165	53.4	1,296	53.8
Margarine	5	10	29	40	33	117	51.5	165	218	207	60	81	2/ 733	33.6	850	35.3
Other fruit drinks	0	2	3	0	2	7	3.0	7	17	34	6	10	74	3.3	81	3.3
Syrups 3/	1	2	0	0	0	3	1.3	17	9	5	0	0	31	1.4	34	1.4
Miscellaneous	4	1	1	3	1	10	4.4	7	11	7	0	18	43	1.9	53	2.2
Doesn't handle	0	1	2	1	0	4	1.7	16	47	63	34	35	2/ 196	8.9	200	8.3
Number answering	5	39	64	52	67	227	100.0	266	600	711	271	326	2/ 2,179	100.0	2,406	100.0
Not answered	0	0	1	0	0	1	--	26	51	56	35	46	214	--	215	--
Number reporting	5	39	65	52	67	228	--	292	651	767	306	372	2/ 2,393	--	2,621	--

1/ Juice and ades.
2/ See footnote, table 11.
3/ Chocolate (primarily) and other.

Table 15.--Proportion of 1957 sales dollar coming from the sale of cultured sour cream, by region

Percent	Chains							Independents							Total	
	Region					U. S.		Region					U. S.			
	1	2	3	4	5	Number	Percent	1	2	3	4	5	Number	Percent	Number	Percent
	Number							Number								
Less than 1 percent	4	29	38	29	37	137	71.7	94	286	340	82	155	960	78.0	1,097	77.1
1 - 1.9 percent	0	3	11	6	7	27	14.1	7	49	43	6	15	120	9.7	147	10.3
2 - 2.9 percent	0	1	1	3	1	6	3.2	4	17	15	0	5	41	3.3	47	3.3
3 percent and over	0	2	2	1	2	7	3.7	1	21	10	2	6	40	3.3	47	3.3
Did not handle, 1957	0	1	2	4	7	14	7.3	3	11	22	16	17	70	5.7	84	6.0
Number answering	4	36	54	43	54	191	100.0	109	384	430	106	198	1,231	100.0	1,422	100.0
Not answered	1	2	10	4	8	25	--	30	101	114	29	50	325	--	350	--
Number responding	5	38	64	47	62	216	--	139	485	544	135	248	1,556	--	1,772	--

Table 16.--Promotion of sour cream by chains and independents, by region

Item	Chains							Independents							Total	
	Region					U. S.		Region					U. S.			
	1	2	3	4	5	Number	Percent	1	2	3	4	5	Number	Percent	Number	Percent
	Number							Number								
Promotes	4	29	54	30	51	168	79	31	153	247	62	119	613	43	781	48
Does not promote	1	9	9	16	10	45	21	98	295	254	68	103	811	57	856	52
Number answering	5	38	63	46	61	213	100	129	448	501	120	222	1,424	100	1,637	100
Not answered			1	1	1	3	--	10	37	43	15	26	132	--	135	--
Number promoting	5	38	64	47	62	216	--	139	485	544	135	248	1,556	--	1,772	--

1/ See footnote 1, table 11.

Table 17.--Methods used to promote cultured sour cream, by region

Method	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
Home delivery materials	4	24	43	24	44	139	27	111	188	44	93	1/ 464	603
Point-of-sale	4	27	41	23	44	139	8	69	113	32	54	1/ 277	416
Newspaper	4	13	33	11	24	85	14	60	120	27	59	280	365
Radio	2	12	23	8	18	63	13	49	81	32	58	233	296
Demonstrations	1	4	33	20	35	93	4	13	65	25	44	151	244
Television	1	4	10	8	14	37	6	15	34	25	42	122	159
Truck cards		2			1	3	4	9	7	1		21	24
Billboards				1	1	2		3	1	2	1	7	9
Miscellaneous									1			1	1
Not answered			1	1	1	3	10	37	43	15	28	1/ 134	137
Total handling cultured sour cream	5	38	64	47	62	216	139	485	544	135	248	1/ 1,556	1,772

1/ See footnote 1, table 11.

Table 18.--Main problems to be overcome in order to increase sales of sour cream, by region

Problem	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
More education needed	3	21	33	22	32	111	33	128	193	61	78	493	604
More advertising	2	10	13	11	12	48	20	79	88	23	29	1/ 240	288
Name is poor	2	11	7		8	28	19	86	44	4	14	167	195
Lack of demand		4	2	2	5	13	10	25	19	8	12	74	87
Good quality needed		2	4	1	2	9	3	22	27	5	14	71	80
Diet trend		2			2	4	4	10	18	2	5	39	43
Price				1		1	2	12	6	1	3	24	25
Competition						0	1	7	7		2	17	17
Miscellaneous		1	2		3	6	8	25	17	5	13	68	74
Number of problems	7	51	61	37	64	220	100	394	419	109	170	1/ 1,193	1,413
Number reporting	4	32	45	29	49	159	73	299	315	90	141	1/ 919	1,078
Not answered	1	6	19	18	13	57	66	186	229	45	107	1/ 637	694

1/ See footnote 1, table 11.

Table 19.--Reasons for not handling cultured sour cream at present, by region

Reasons	Chains						Independents						Total
	Region					U. S.	Region					U. S.	
	1	2	3	4	5		1	2	3	4	5		
No demand, lack of volume			1	2	2	5	111	114	128	115	61	529	534
Too much competition							4	14	8	5	8	39	39
Few calls, but increasing				1		1	1	1	11	3	5	21	22
Too much trouble							4	3	7	2	5	21	21
Specialty firm							1	5	4	5	6	21	21
Special equipment needed				1	1	2	1	3	4	2		10	12
Miscellaneous		1				1	5		7	2	1	15	16
Total reasons		1	1	4	3	9	127	140	169	134	86	656	665

Table 20.--Companies considering production or handling of sour cream, by region

Consideration	Chains						Independents						Total	
	Region					U. S.	Region					U. S.		
	1	2	3	4	5		1	2	3	4	5		Number	Percent
Production							5	6	23	10	9	53	53	8
Handling				1	2	3	15	15	26	19	12	87	90	13
Production and handling							2	2	7	6	6	23	23	3
Neither		1	1	2		4	107	118	125	104	68	522	526	76
Number answering	0	1	1	3	2	7	129	141	181	139	95	685	692	100
Not answered	0	0	0	2	3	5	24	25	42	32	29	152	157	--
Number not now handling	0	1	1	5	5	12	153	166	223	171	124	837	849	--

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Market Development Branch
Product Development Section

Budget Bureau No. 40-58107
Expiration Date 1-31-59

September 2, 1958

CONFIDENTIAL

The information requested in this questionnaire will be kept confidential by the Agricultural Marketing Service. Results reported will be summarized so that the operation and identity of individual firms or groups of firms will not be revealed.

A MARKETING STUDY ON CULTURED SOUR CREAM

Data supplied by:

Name _____

Title _____

Company Name _____

Company Address _____

SECTION I--GENERAL INFORMATION

1. Please check the product items handled on a regular basis or attach order blank if available:

A. Fluid Milk and cream

1. Fluid whole milk-------☐
2. Skim milk-------☐
3. Chocolate milk or other flavored milk or dairy drinks--------☐
4. Buttermilk or cultured milk-------☐
5. Coffee cream----------☐
6. Whipping cream---------☐
7. Half and half---------☐
8. Any others, please list:----------☐

_____

_____

_____

B. Manufactured dairy products

1. Cultured sour cream----☐
2. Cottage cheese---------☐
3. Ice cream-------☐
4. Butter-------☐
5. Yogurt-------☐
6. Other (specify)--------☐

_____

_____

C. Other

1. Orange juice or drink--☐
2. Eggs-------☐
3. Margarine-------☐
4. Other (specify)--------☐

2. Type of business: Please check all applicable boxes.

Retail (home delivery)----------☐

Wholesale (store and institutional sales)----------☐

Dairy stores (own retail outlets)----------☐

Other (other dealers, subdealers, etc.) - please specify----------☐

SECTION II--PRODUCTION AND DISTRIBUTION PRACTICES

3. Does your company manufacture cultured sour cream (including salad cream or similar types of cultured creams)?

Yes ☐- Go to question 4.

No ☐----------3a. Does your company buy cultured sour cream from other handlers and sell it in this market area?

Yes ☐- Go to question 4.

No ☐- PLEASE TURN TO PAGE 7.

4. In 1957, about what proportion of your dollar sales income from dairy products came from cultured sour cream?----------_____Percent

5. Please check the three highest and the three lowest months in the sales of cultured sour cream during the 1957 calendar year. (Please check box below if no seasonal difference.)

	High	Low		High	Low
January----------	____	____	July----------	____	____
February----------	____	____	August----------	____	____
March----------	____	____	September----------	____	____
April----------	____	____	October----------	____	____
May----------	____	____	November----------	____	____
June----------	____	____	December----------	____	____

NO SEASONAL DIFFERENCE---☐

6. What is the average butterfat content of your cultured sour cream?

_____ Percent butterfat.

7. What is the range in butterfat content in your cultured sour cream over the year?

From _____ to _____ Percent butterfat

8. Please estimate the proportions of total 1957 sales of cultured sour cream which were distributed in:

(a) Half pints---------- _____ %

(b) Full pints---------- _____ %

(c) Other (specify):

_____ ------ _____ %

_____ ------ _____ %

_____ ------ _____ %

_____ ------ _____ %

Total---------- 100 %

9. About what proportions of your total 1957 sales of cultured sour cream were sold through the following outlets?

a. Home delivery---------- _____ %

b. Dairy stores -- retail outlets---------- _____ %

c. Wholesale -- groceries and other retail food outlets--------- _____ %

d. Institutional -- restaurants, hotels, hospitals, armed forces, etc.---------- _____ %

e. Other (other dealers, subdealers, etc.) - please specify----- _____ %

Total---------- 100 %

10. What types of containers do you use to package cultured sour cream?

(a) Paper----------☐

(b) Glass----------☐

(c) Plastic----------☐

(d) Other (specify)_____---☐

11. Do you identify your product as cultured sour cream, or do you use some other descriptive term or trade name to identify the product?

Identified as sour cream----------☐

Identified by other descriptive term----------☐

Please specify-_____

12. Does your company promote or advertise cultured sour cream? Yes☐ No☐

If Yes ☐---------12a. Please check the methods your company uses to promote cultured sour cream sales

a. Radio advertising----------☐

b. Television advertising----------☐

c. Newspaper advertising----------☐

d. Point of sale store display materials----------☐

e. Retail home delivery materials (recipe books, etc.)----------☐

f. In-store demonstrations----------☐

g. Any others (please specify)-------☐

_____

_____

_____

12b. Please estimate the proportion of your total 1957 advertising budget spent on cultured sour cream: _____Percent

13. What was the total quantity of cultured sour cream sold by your company for the calendar year 1957? (Please specify units of measure such as pounds or pints or quarts, etc.)

_____

14. Was this quantity of cultured sour cream higher, lower, or about the same as sold in 1956?

Higher than 1956----------☐-_____% Change

Lower than 1956----------☐-_____% Change

About the same as 1956----------☐

15. In your opinion, what factors explain this change or lack of change?

_____

_____

_____

_____

16. During the next 2 years, do you expect your sour cream sales to increase, decrease, or remain about the same. Please give your reasons.

Increase----------☐ Decrease----------☐ Same----------☐

_____

_____

_____

17. What are the main problems to be overcome in order to increase sales of cultured sour cream in your area?

_____

_____

_____

_____

_____

_____

This completes the information requested. Your cooperation is greatly appreciated. Please check to see that you have answered all applicable questions, sign below, and return in the enclosed, self-addressed envelope, which requires no postage.

_____ _____

(Date) (Signature)

TO BE ANSWERED ONLY BY THOSE FIRMS WHICH DO NOT SELL CULTURED SOUR CREAM.

18. Is your company considering the production or handling of cultured sour cream?

Production----------☐

Handling----------☐

Neither----------☐

19. Why doesn't your company sell cultured sour cream in this market area?

_____

_____

_____

_____

_____

_____

This completes the information requested. Your cooperation is greatly appreciated. Please check to see that you have answered all applicable questions, sign below, and return in the enclosed, self-addressed envelope, which requires no postage.

_____ _____

(Date) (Signature)

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